

Message Text

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ACTION COME-00

INFO OCT-01 AF-10 ARA-16 EUR-25 EA-11 NEA-10 ISO-00 EB-11

RSC-01 DRC-01 /086 W

----- 075045

R 081550Z NOV 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 2326

INFO AMEMBASSY BOGOTA

AMEMBASSY CANBERRA

AMEMBASSY KINSHASA

AMEMBASSY TEHRAN

UNCLAS THE HAGUE 4912

E.O. 11652: N/A

TAGS: BEXP, CO, AS, CG, IR, NL

SUBJ: COUNTRY COMMERCIAL PROGRAM QUARTERLY EVALUATION

REF: STATE 212100

1. ON BASIS QUARTERLY CCP REVIEW HELD OCT 26 (DELAYED ONE WEEK TO ENABLE AMBASSADOR GOULD TO BE PRESENT) WE HAVE FOLLOWING ANSWERS TO QUESTIONS POSED REFTEL:

A. PROBLEMS OF COORDINATION: (1) EMPHASIS OF TOP MANAGEMENT ON COMMERCIAL PROGRAM AT POSTS IN NETHERLANDS OVER PAST FIVE YEARS HAS ESTABLISHED HABITS OF COORDINATION WHICH HAVE GREATLY FACILITATED IMPLEMENTATION OF OUR PILOT CCP THUS FAR. COORDINATION FURTHER PROMOTED BY FACT THAT WE HAVE INTEGRATED NATIONAL PROGRAM INVOLVING ALL THREE POSTS (HAGUE, AMSTERDAM AND ROTTERDAM) DIVIDED INTO 12 WELL-DEFINED CAMPAIGNS EACH UNDER SINGLE MANAGER FOR WHOLE COUNTRY SELECTED ON LOGICAL BASIS FROM MOST APPROPRIATE POST. FACT THAT ONE OF THESE CAMPAIGNS (MILITARY SALES) HAS BEEN ASSIGNED TO MAAG CHIEF, WHO IS NOT UNDER OPERATIONAL CONTROL OF ECON/COM'L COUNSELOR, HAS OCCASIONED NO PROBLEMS. PERSONAL AND ACTIVE INVOLVEMENT OF AMBASSADOR, DCM, AND BOTH CONSULS GENERAL HAS BEEN GREAT PLUS. FUNCTIONS OF ALL COMMERCIAL PERSONNEL HAVE

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BEEN SPELLED OUT IN CONSIDERABLE DETAIL BY COMMERCIAL COUNSELOR

IN "COMAT" SERIES OF WRITTEN DIRECTIVES.

(2) DESPITE FOREGOING WE DO ENCOUNTER OCCASIONAL CONFLICTS OR OVERLAPPING OF JURISDICTION WHICH WE HAVE RESOLVED ON AD HOC BASIS OR BY NEW COMAT DIRECTIVE. FOR EXAMPLE, DUTCH TRADING COMPANIES OFTEN CARRY LINES THAT SPREAD OVER SEVERAL CAMPAIGN CATEGORIES. TO PREVENT MULTIPLE VISITS BY CAMPAIGN MANAGERS TO SAME FIRMS WE HAVE ESTABLISHED SYSTEM OF PLANT VISIT COORDINATION. WHENEVER VISIT IS MADE, VISITING OFFICER IS INSTRUCTED TO SUPPORT ALL RELEVANT CAMPAIGNS (INCLUDING REVERSE INVESTMENT), UPDATE WTDR, SOLICITY PTO'S, ETC. WE MUST ALSO COORDINATE WTDR PREPARATION AND COMPANY-ORIGINATED PTO'S BETWEEN DRAFTING OFFICER AND APPROPRIATE CAMPAIGN MANAGER. WE ATTEMPT, NOT ALWAYS SUCCESSFULLY, TO SUBMIT SINGLE REPLY TO US TRADE LETTERS SENT TO ALL THREE POSTS.

B. TARGETS AND PRIORITIES: OUR FIRST QUARTERLY REVIEW HAS PRODUCED INDICATIONS THAT SOME OF OUR TARGETS, PARTICULARLY STATISTICAL (AS OPPOSED TO ACTIVITY) ONES, ARE PROBABLY EITHER TOO HIGH OR TOO LOW. DETAILS WILL BE SPELLED OUT IN QUARTERLY REVIEW REPORT NOW UNDER PREPARATION. ASIDE FROM MILITARY SALES CAMPAIGN, HOWEVER, IN WHICH TARGETS HAVE BEEN ADDED OR REFINED, WE DO NOT PROPOSE TO MAKE CHANGES. WE AWAIT FURTHER INSTRUCTIONS FROM WASHINGTON ON SETTING OF MARGINAL TARGETS, I.E. STATISTICAL RESULTS TRACEABLE TO OUR OWN EFFORTS, BUT CONTINUE TO BELIEVE THAT PROGRESS AGAINST SUCH TARGETS CAN NEVER BE REALISTICALLY MEASURED. WE HAVE FOUND NO REASON TO MAKE SIGNIFICANT CHANGES IN OUR PRIORITIES FOR FY 74 ALTHOUGH THESE CHANGES WILL GRADUALLY EVOLVE ALONG LINES EARLIER FORESEEN AS WE GET CLOSER TO FY 75.

C. WORK PROGRAM: OUR MANPOWER AND FUND ALLOCATIONS BY CAMPAIGN HAVE PROVEN OUT QUITE CLOSELY SO FAR AND HAVE BEEN APPLIED LARGELY AS PROGRAMMED. FINAL TOTALS ON FUND ALLOCATIONS WILL, HOWEVER, DEPEND ON OUR FY 74 POST PROGRAM AND SHARED BUDGETS WHICH ARE NOT YET IN HAND.

D. DATA BASE: DATA ON IMPLEMENTATION OF OUR ACTIVITY TARGETS EMERGE FROM QUARTERLY REVIEWS AND CAN BE EVALUATED FROM WRITTEN RECORDS OF THOSE REVIEWS. DATA ON FY 74 STATISTICAL RESULTS, UNCLASSIFIED

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HOWEVER, WILL NOT BE AVAILABLE FROM DUTCH SOURCES UNTIL END OF CY 74 AND WILL BE MORE REFLECTIVE OF OUR FY 72 AND FY 73 TRADE CONTACT AND OTHER PROMOTIONAL ACTIVITIES THAN OF THIS YEAR'S. DEPT IS, OF COURSE, AWARE THAT IMPACT OF OUR CCP ON DUTCH NATIONAL STATISTICS IS NOT RELIABLY MEASURABLE. WE WOULD AGREE, HOWEVER, THAT TRENDS IN STATISTICS ARE HELPFUL GUIDES TO PRIORITY-SETTING.

E. EVALUATION: NETHS CCP IS EVALUATED QUARTERLY BY REVIEW COMMITTEE CHAIRED BY AMBASSADOR OR DCM AND CONSISTING OF CONSULS GENERAL, ECON/COM'L COUNSELOR AND COMMERCIAL COUNSELOR. FULL PROCEDURE SET FORTH IN APPENDIX I TO OUR CCP REMAINS VALID.

2. COMMENT: IT IS PERHAPS TOO EARLY FOR US TO COMMENT IN DETAIL ON CONTENT AND FORMAT OF OUR PILOT CCP. WE ARE MORE CONVINCED THAN EVER THAT CAMPAIGN APPROACH IS THE RIGHT ONE, BUT WE ARE NOT SATISFIED THAT WE HAVE SELECTED BEST TARGET INDUSTRIES IN ALL CASES. THOSE WHICH HAVE NOT PANNED OUT WELL THUS FAR (E.G. PRINTING AND GRAPHICS, ELECTRONIC INDUSTRY EQUIPMENT, HEALTH CARE EQUIPMENT) ARE CHIEFLY THOSE WHICH WE ADOPTED OR REFOCUSSED TO INTERFACE WITH USDOC TARGET INDUSTRIES PROGRAM FOR FY 74 AS WE UNDERSTOOD. WE CONTINUE TO JUDGE IT IMPORTANT, IF NOT VITAL, THAT USDOC AND FIELD BE PUSHING SAME LINES AT SAME TIME SINCE ONLY IN THAT WAY ARE WE LIKELY TO GET USDOC BACKSTOPPING IN DEPT AND GET OPTIMUM EXPORT UNIVERSE RESPONSE TO OUR ETO'S. IN THIS CONNECTION WE WILL SOON NEED DETAILS ON USDOC TARGET INDUSTRY FOCUS FOR FY 75 SO THAT WE CAN START PREPARATORY WORK HERE ON FY 75 CCP.
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